

MCLANE SUMMARY THROUGH MARCH 4

Total McLane

- Industry volume increased primarily due to gains at SAM's Wholesale Clubs.
- PM experienced a weekly share decline, but continued to report strong volume performance in Wal-mart and C-stores.
 - Marlboro's share was positively impacted by substantial volume increases at SAM's, while C-stores remained stable.
 - PM's other Premium Brands' share decreased slightly in C-stores due to lower levels at Arco-Prestige the final week of the B&H Special Kings test.
 - Basic share increased with continued volume gains at SAM's and additional BIGIF promotions at Circle-K and 7-11 in Region 5.
- RJR's downward share trend continued despite weekly gains for Doral and Winston in C-stores.
 - Doral BIGIF activity continued this week primarily at Circle-K, 7-11 Colorado, and Sunshine, JR.
- GPC continued its upward share trend as shipments increased at SAM's wholesale.

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